



# MOXIE CONCIERGE

Deliver Contextual, Personalized Multi-Channel Customer Engagement  
Across All Devices: Handheld, Tablet, and Desktop

## THE INDUSTRY CHALLENGE

We live in a world where customers are always on the move, use an array of devices, and leverage multiple channels and sources of information to make purchasing decisions. Yet when consumers engage with brands across these various devices—desktop, tablet or smartphone—the experience is like walking into an empty brick-and-mortar store with no one there to help you.

According to a recent global study of online customers, 45% will abandon their online purchase if they cannot find a quick answer to their questions<sup>1</sup>, 71% demand support answers within 5 minutes (33% immediately)<sup>2</sup>, and 44% say that having questions answered by a live person while in the middle of an online purchase is one of the most important features a website can offer<sup>3</sup>.

Today's challenge is less about getting customers to your site, but rather about guiding customers from brand awareness all the way through conversion. To meet that challenge, we present Concierge. Moxie Concierge helps you deliver targeted, proactive engagements that anticipate and meet customers' needs on your site.

## THE MOXIE SOLUTION

Concierge enhances the customer journey on your site by leveraging the latest web technology, big data and predictive modeling to guide customers through the research, purchasing and support process.

Concierge responds to customer intent and proactively engages your customers as they browse your site by "nudging them along" with relevant content and guided assistance throughout their digital journey.

In a traditional storefront, you have sales representatives on the floor trained to identify which customers require assistance vs. those that do not.

On your website, Concierge can guide your customers through the four stages of the journey; awareness, consideration, conversion, and service with:

- Intelligent Decisioning
- Digital Engagement
- Performance Analytics
- Responsive Design

Concierge affords the benefits of an "in-person" sales approach to your customers' online experience, eliminating the abandonment risk associated with pure self-service.

## Benefits

- **Offer the Best Engagement Channel:** Offer the right channel at the right time to create more personalized experiences and increase customer satisfaction with VIP engagement across the entire customer journey.
- **Automated Contextual Assistance:** Trigger engagement rules and automate optimized recommendations based on information from the complete customer journey.
- **Better Customer Experience:** Make meaningful connections with customers early and often across devices to provide a seamless and personalized online experience.
- **Increase Sales and Conversion Rates:** Build brand loyalty and drive revenue. Increase online sales by 30% or more, drive 40% of revenue through proactive engagements, and claim a 200% increase in average order size.
- **Measure ROI:** Continuously improve agent performance and customer engagements through extensive reporting and analytics. Optimize conversion rates, AOV, and CSAT with contextually-relevant, multi-channel engagement.
- **Enterprise Scale, Reliable and Secure:** Handle millions of interactions seamlessly and cost-effectively, protecting critical information with the latest security.



**KEY COMPONENTS**

**Intelligent Decisioning**

- Concierge automatically creates visitor profiles with site activity including referral URLs, site and page visits, engagement offers, engagements, conversions, cart values, custom tags, and more, to leverage current and prior activity in your engagement strategy.
- The patent-pending Concierge Element Mapper enables business users to identify and map elements on webpages without any assistance from IT and use real-time element interactions to define engagement rules.
- Mapped elements and engagement rules can be re-used to engage visitors across multiple web pages and even across multiple web properties (i.e. subdomains, integrated web applications) to minimize effort and maximize portability. No coding skills or technical assistance is required!
- Engagement decisions can evaluate a wide assortment of criteria, including page data, visitor profile data, schedule and date ranges, visit criteria including actions and behavior, and even custom data from third-party systems of record.
- The rules engine supports both reactive engagement options and proactive offers for multiple engagement channels – Chat, Knowledge and Email.

**Digital Engagement**

- Engages customers proactively with relevant content, an offer to send a message, or an invitation to chat live

with a sales representative.

- Offers proactive and reactive Knowledge, Chat and Email engagement channels.
- Leverages tags from the visitor profile to offer proactive or reactive engagement channels to high value visitors.

**Performance Analytics:**

- Interactive dashboard displays up-to-date KPIs for quick consumption.
- Advanced visualizations, report templates, and dashboards featuring both tabular and graphical data include hover details and drill down details.
- Preconfigured reports detail engagements, conversions, conversion value, and even uplift – the change in conversion value that occurs as result of the engagement.
- Performance-based reports evaluate agent performance, knowledge article performance and engagement rule performance.
- Cross channel reports compare and combine Chat, Email and Knowledge channel performance.
- Cross device reports demonstrate data specific to mobile, tablet and desktop users.
- Intuitive web-based interactive reporting provides tablet access for modern managers who rely on tablets as much as laptops.
- Output in popular formats such as Excel, PDF and CSV.

In 2016, Moxie commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment companies may realize by deploying Moxie Concierge. The study showed that over the course of three years, Moxie Concierge generated benefits that outweighed the total costs, resulting in risk-adjusted ROI of 626% and pay back in less than 1 month. Companies that use Moxie Live Chat to answer customer questions during their sales journey were able to boost online conversions by as much as 6.25%.

1 Source: Forrester Research, Inc. - Consumers Drive Channel Preference To Achieve Effortless Customer Service

2 Source: Merchants, A Dimension DataCompany - Global Contact Center Benchmarking report

3 Source: Forrester Research, Inc. - Making Proactive Chat Work



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